

**SURLY BRWEING CO. "THIS IS FURIOUS" CONTEST
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE OF ALCOHOLIC BEVERAGE IS NOT
REQUIRED TO PARTICIPATE NOR WILL IT INCREASE YOUR CHANCES OF WINNING.**

**SWEEPSTAKES OPEN ONLY TO LEGAL RESIDENTS OF MN, WI, IL, IA, ND, SD, NE & CO WHO ARE AT
LEAST 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY.**

1. ELIGIBILITY:

Surly Brewing Co. "This Is Furious" Contest (the "Promotion") is open only to legal residents of MN, WI, IL, IA, ND, SD, NE & CO (7) United States who are 21 years of age or older at the time of entry ("Entrant"). Void where prohibited or restricted by law. Employees of Surly Brewing Co. ("Sponsor"), its advertising and promotional agencies involved in the promotion, state alcohol beverage commissions, alcoholic beverage manufacturers, distributors, and retailers, and their respective parent companies, subsidiaries, and affiliates, and their immediate family members (spouse, parent, sibling, and children) or members of the same household of any of the foregoing are not eligible to participate. By entering, you agree to these Official Rules and the decisions of the judges, which are final and binding in all respects of the Promotion. All applicable federal, state, and local laws and regulations apply.

2. AGREEMENT TO OFFICIAL RULES:

Participation in this Promotion constitutes your full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions. These decisions are final and binding in all matters related to this Promotion. Receipt of a prize is contingent upon fulfilling all applicable requirements set forth herein.

3. TIMING:

The Promotion begins on April 3, 2019 at 12:00:00 AM Central Time ("CT"), and ends June 30, 2019 at 11:59:59 PM PT ("Promotion Period") and consists of three (3) "Monthly Entry Periods" described in the chart below. A day is defined as a 24-hour period, beginning at 12:00:00 AM PT and ending at 11:59:59 AM PT. The Sponsor's computer, or that of its designee, runs the official clock for the Contest and will solely determine the time by which web form entry is received. The servers of Facebook, Twitter and Instagram are the official time-keeping device by which an entry on social media is received.

ENTRY PERIOD	BEGINS 12:00AM CT	ENDS 11:59PM CT	APPROX WINNER NOTIFICATION DATE
APRIL	APRIL 3, 2019	APRIL 20, 2019	MAY 7, 2019
MAY	MAY 1, 2019	MAY 31, 2019	JUNE 7, 2019
JUNE	JUNE 1, 2019	JUNE 30, 2019	JULY 8, 2019

4. HOW TO ENTER:

There are two platforms for participation:

- To participate via social media, you will need to have a Facebook, Twitter or Instagram account (each a "Social Account"). Creating each Social Account is free, but is subject to the account provider's applicable terms and conditions (<https://www.facebook.com/terms.php>), (<http://twitter.com/tos>) or (<http://instagram.com/about/legal/terms/#>). If you enter the Contest or post on the Social Accounts via a mobile device using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account must be set to "unprotected" and/or "public" in order for your Tweets or comments to Sponsor's posts to be viewable by Sponsor.

During the Contest Period, take the following actions to enter:

- [1] Take a photo in your home state that describes 'This Is Furious'; and
- [2] Tweet/post your photo on Facebook, Instagram or Twitter. Your Facebook post, Instagram Post or Tweet must also include the following hashtags to be eligible to win.

[a] #ThisIsFurious

Your Tweet or Facebook/Instagram Post may optionally include a description of what 'This Is Furious' means to you. Your Post will be referred to as your "Submission."

Your Submission need not include any reference, positive or negative, to Sponsor's products or services. By posting your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below, and that Sponsor may disqualify you if it believes that your Submission fails to conform.

- To participate online via web form
 - [1] Visit www.SurlyBrewing.com/ThisIsFurious
 - [2] Complete the registration form providing your contact information which may include you first and last name and email address;
 - [3] Upload your photo and provide an optional description
 - [4] Click the submit button.

Guidelines:

- The Submission must meet the format and size requirements of the social platform used to enter;
- The Submission must include #ThisIsFurious and @SurlyBrewing

Permissions: Entrant must have permission from any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth in Section 6. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights;
- The Submission must not contain content created by a third party, such as images or artwork;
- The Submission must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use in his/her Submission in this Contest;
- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.

Each Submission posted or Tweeted must be unique. Submissions generated by script, macro, or other automated means are void. Multiple entrants are not permitted to share the same Social Account. In the event of a dispute as to any registration, the authorized account holder of the Social Account used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address used to create the Social Account. Each potential winner may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed, or misdirected Submissions, or failure to receive Submissions due to limitation of third-party social network platforms, all of which will be void.

5. LIMIT:

There is a limit of one (1) entry submission per day, per person/IP address for a maximum of four (89) total entries per person throughout the Promotion Period. Entries received in excess of the entry limit stated herein will be disqualified for purposes of the Promotion but may be used by the Sponsor. Entries received in excess of the entry limit stated herein will be disqualified for purposes of the Promotion but may be used by the Sponsor.

6. SPONSOR’S USE OF SUBMISSIONS:

By posting a Submission, you represent and warrant that the Submission complies with these Official Rules and you grant to Sponsor (and its designees) a royalty-free, irrevocable, perpetual, non-exclusive right and license to use, reproduce, modify, publish, create derivative works from, and display such Submission, in whole or in part, on a worldwide basis, and to incorporate the Submission into other works, in any form, media, or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will be asked to sign documentation for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

7. WINNER DETERMINATION:

After each Monthly Contest Period, a panel of qualified judges, determined by Sponsor in its sole discretion, will select up to one hundred sixty-six (166) entrants with the highest-scoring Submissions (the "Potential Monthly Winners") from among all eligible Submissions received during the applicable Monthly Entry Period, based on the following criteria ("Judging Criteria"):

- Photo demonstrates the 'ThisIsFurious' theme in a storytelling manner that's inspirational, humorous, whimsical, or otherwise creatively evocative (65%);
- Quality of Photo (35%).

In the event of a tie, the entrant whose Submission received the highest score for "Quality of Photo," as determined by the qualified judges, in their sole discretion, will be deemed the applicable Potential Monthly Prize Winner from among the tied entrants. Sponsor reserves the right to select fewer than twenty-five (166) potential Monthly winners after each Monthly Entry Period if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

8. WINNER REQUIREMENTS:

On or around the dates listed in the chart in Section 3, each potential winner will be notified by @SurlyBrewing through the Social Account or email address used to enter and will be directed to an online form, where each will be required to provide his/her name, mailing address, and date of birth to confirm eligibility and for prize fulfillment purposes within 3 days of the date notice or attempted notice is sent in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration or provide any other requested information, within the required time period (as applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her/the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain unawarded.

9. PRIZES:

FIVE HUNDRES (500) (up to 166 awarded each Monthly Entry Period): Surly Furious T-Shirt gift valued at \$20 USD (for winners who are residents of the United States). For All prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use.

10. RELEASE:

By receipt of any prize, each winner agrees to release and hold harmless the Sponsor, Twitter, Inc., Instagram LLC, Administrator, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize, including any related

travel.

11. PUBLICITY:

Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state or province, likeness, photo, including winner's Social Account profile photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

12. GENERAL CONDITIONS:

Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. LIMITATIONS OF LIABILITY:

Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released

Parties are not responsible for any unauthorized third-party use of any Submission.

14. ENTRANT'S PERSONAL INFORMATION:

Information collected from persons participating in this promotion is subject to Sponsor's Terms of Use and Privacy Policy <https://surlybrewing.com/privacy>. Each Entrant expressly agrees to the use of his/her personal information for such purpose. The Released Parties will not sell, share or otherwise disclose information collected in any manner with third parties, other than those parties necessary to fulfill the above purposes, unless Entrant has given his prior express consent to receive additional information from the Released Parties or a third party.

15. WINNER LIST:

To request the name of the winner, send an e-mail with the subject line: "This Is Furious" media@surlybrewing.com. Requests must be received no later than July 1, 2019. The list will be sent when the judging has been conducted and the winners verified.

16. SPONSOR:

Surly Brewing Co. 520 Macolm Ave. SE, Minneapolis, MN 55414

This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc., Facebook, Inc or Instagram LLC.